

City of Fairfax
Parks & Recreation

2016 Craft Shows Exhibitor Guidelines

Applications Due March 17, 2016

Fall *40th Annual*
Festival

City of Fairfax
**Holiday
Craft Show**
30th Annual



Fall Festival

40th Annual



Holiday Craft Show

City of Fairfax
30th Annual

40th Annual Fall Festival

October 8, 2016 (Rain Date: October 9, 2016)

10:00 AM–5:00 PM • Historic Downtown Fairfax

Benefits

- Fall Festival, a one-day outdoor event, includes over 500 vendors and has a public attendance of 25,000 shoppers.
- Juried event, showcasing only the very best crafters.
- New Fall Festival App! “TGIFairfax”—listing of vendors with event location and link to website.
- Event is free to the public.
- Event is geared to the vendor.
- Online registration for crafter’s convenience.
- Event brochure is distributed to 25,000 households.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at City highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations.
- Visit us online at www.FairfaxFallFestival.com
- Visit us on FaceBook “Fall Festival City of Fairfax”
- **We strive to bring the buying customers to you!**

30th Annual Holiday Craft Show

November 19, 2016 10:00 AM–5:00 PM

November 20, 2016 10:00 AM–3:00 PM

Fairfax High School
3501 Rebel Run, Fairfax, VA 22030

Benefits

- Holiday Craft Show, a two-day indoor event, includes over 200 vendors and attracts 5,000 holiday shoppers.
- Juried event, showcasing only the very best crafters.
- Event brochures distributed to 25,000 households.
- Online registration for crafter’s convenience.
- TGIFairfax App highlights the Holiday Craft Show.
- Event web site provides up-to-date information with a listing of vendors.
- Additional event advertising includes oversize signage at City highway entrances, ads on the back of public transportation buses, in local and national newspapers, on cable television and local radio stations.
- Visit us online at www.FairfaxHolidayShow.com
- Visit us on FaceBook “City of Fairfax Parks & Recreation”
- **We strive to bring the buying customers to you!**

Apply now for two of the most popular art & craft shows in the greater Metropolitan Washington, D.C. area!

PLEASE NOTE: All vendors that sell jewelry must select as their category listing "Jewelry" even if they also sell other items. The Multi-Media category is for those vendors whose products are a combination of categories (two or more) excluding the category Jewelry.

To participate, you must complete an application and indemnification form which is enclosed in this brochure. Any application received after the deadline will be waitlisted if all festival criteria are met. Please share the application with other art and craft vendors. Visit our website for answers to frequently asked questions: www.fairfaxva.gov

Application Procedures & Timeline

Two Ways to Apply:

Paper Application

1. After reading through this brochure, complete the enclosed application and indemnification form in its entirety. Be sure to include a minimum of five (5) color photographs (no Polaroids) with images of your work and one (1) image of your booth display (booth display photograph required).

Photographs will not be returned. Food/gourmet food vendors must indicate on application form a request for proposal (proposal will be submitted either at the same time or after application is received). These items, along with the application, indemnification form and application fee of \$15 per show, are necessary before our panel of judges will consider you for acceptance. All applications must be accompanied with the \$15 application fee(s). Applications must be received or postmarked by March 7, 2016. Any application received after the deadline will be waitlisted if all festival criteria are met. Application fee may be made by check, cashier's check, money order or by Visa, MasterCard, Discover or American Express.

2. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in May. The booth fee will be required within 30 days after notification acceptance.

Online Application—For Craft Vendors ONLY!

1. After reading through this brochure, log on to the Juried Art Services Website (read more about JAS above) at www.juriedartservices.com. Once on the site, click on the Register Now button on the right hand side of the home page.
2. Complete the 3 easy steps of membership registration.
3. Create a portfolio, upload images of your artwork and apply to our events. There is important information about your images—they must be between 1400 and 2000 pixels. Why you ask? The JAS site says that, "The reason for the 'between 1400 and 2000 pixels' (at the largest dimension) standard is to accommodate the shows' need to have 'print-ready' images for their show catalogs, etc. The JAS system also accepts 1920x1920. It is important to remember that you are not limited to any orientation on your images: they can be square, wide (landscape) or tall (portrait). Your images should reflect how your work is best portrayed."

4. If you have previously set-up a portfolio with Juried Art Services, you do not need to set up a new one in order to apply. Simply create a NEW APPLICATION within the existing portfolio.
5. Applications will be juried in April by our panel of judges. Notification as to acceptance in the shows will be sent in May. The booth fee will be required within 30 days after notification acceptance.

Jury Process

- Jury selection criteria are based on quality, originality, uniqueness and popularity of items.
- Photographs must be of good quality and provide current close-up shots.
- All images must be labeled with vendor name if submitting a paper application.
- Polaroids are not acceptable.
- Only crafts in the categories juried may be sold at the show.
- Images should accurately represent the work that will be sold/displayed.

Accepted Categories

(Categories have changed slightly from previous years)

Apparel, Baskets, Brewery/Winemaking (*Fall Festival only*), Business Expo, Children's Activities (*Fall Festival only*), Digital Art, Dolls/Accessories, Fabric/Needlework, Floral, Food, Gourmet Food, Glass, Information (*Fall Festival only*), Jewelry, Miscellaneous, Multi-Media, Paintings/Drawings, Personal Care/Home Fragrance, Photography, Pottery/Clay/Ceramics, Soft-Sculpture, Wood.

NOTE: "Food" consists of cooked food on premises. Food proposals for the Holiday Craft Show must be based on full-service, i.e., breakfast and lunch items. "Gourmet Food" consists of bake sale items, herbs, dressings, dips, honeys, nuts, etc. and requires a submitted proposal from the vendor. "Miscellaneous" are products that do not fit into other categories. "Multi-Media" are products that are a combination of categories—two or more (*jewelry not included*).

Eligibility Requirements

All work must be original, handcrafted art and craft items produced by the vendor (United States-based artists) and must be representative of items juried. Parks & Recreation reserves the right to request an inventory of items to be sold by vendor and to disallow any entry based on the guidelines and decisions of the Selection Committee. Requirements for food or gourmet food is dependent upon proposal submitted.

The following exhibits are **not** allowed in the shows:

- IMPORTED MERCHANDISE
- Copyright and/or trademark images, names and products may not be sold unless vendor has written permission "To Sell" by holder of copyright or trademark. Examples are "Disney", "Warner Brothers", "Precious Moments", professional and college sports teams.
- Kits & commercially manufactured merchandise.
- Affiliates of companies (*Holiday Show only*).
- Buy/Sell Items.
- Novelty sale items including balloons & inflatable toys.

Logistical Information

- No canopies, tables or chairs will be provided. It is highly recommended, though not required, that vendors bring canopies to the Fall Festival. Vendors must provide tie-downs, weights (such as sandbags), and any other sturdy equipment necessary to stabilize canopies, displays and artwork.
- Electricity available for the Holiday Show (*designated areas*).
- Vendors who participated in the shows the previous year can request the same space location for the upcoming year. We will try to accommodate, but cannot guarantee assignment of the same space.
- Photographs taken by staff of a vendor's display may be used in future programs or advertisements.

Exhibitor Rules

- Only work in the style and medium stated on the application may be exhibited.
- Vendors are required to conduct all activities within their contracted space.
- Vendors may not switch, sublet or apportion spaces to other vendors or be affiliates of companies.
- Vendors must keep booths open during ENTIRE festival/show.
- Vendors are prohibited from using amplifying devices.
- Vendors may not use generators (*exception for food vendors*).
- Failure to comply with regulations will result in removal of work that is not compliant and vendor being prohibited from future participation in City of Fairfax craft shows.

- If you are a city resident and your business is located in the City of Fairfax, you must have a current business license. Contact the Commissioner of Revenue's office at (703) 385-7880 or via email at linda.leightley@fairfaxva.gov.

Indemnification Form

As a result of the new Consumer Products Safety Improvement Act, all vendors are required to sign the indemnification form which is located on the back of the application form. Completion of the indemnification form is necessary before our panel of judges will consider you for acceptance.

Exhibitor Set-up and Take-down

Set-up is scheduled to take place the morning of the events. Detailed times will be provided upon notification of acceptance. For the Fall Festival, vehicles will be able to drive up to the vendor space location. For the Holiday Craft Show, dollies are highly encouraged to transport items from vehicles to inside the school. Each exhibitor is responsible for his/her own booth set-up and take-down. Staff is not authorized to assist with set-up or take-down. Canopies, tables or chairs will not be provided.

Exhibitor Insurance

It is strongly recommended that vendors carry their own insurance policy to cover their actions. The City is not responsible for loss or damage to exhibitors or vendors.

NOTE: By applying to exhibit at the Fall Festival and/or Holiday Craft Show, all exhibitors and their personnel waive any claim against, and agree to hold harmless the City of Fairfax and the Parks & Recreation Department, and their employees and volunteers, from any and all liability for damages or injury incurred during participation in the Fall Festival and/or Holiday Craft Show.

State, County & City Regulations

Vendors must comply with State of Virginia tax laws (540) 635-7984 or website at www.tax.virginia.gov/site.cfm?alias=ContactUs#email, Fairfax County Health Department (703) 246-2444 or website www.fairfaxcounty.gov/hd/food and the City of Fairfax Fire Marshal requirements (703) 385-7830 or via email at Andrew.Wilson@fairfaxva.gov.

Exhibitor Cancellation

In the event of a cancellation by a vendor prior to August 11, 2016, a full refund of the participant fee paid will be made to vendor. After August 11, the Parks & Recreation Department will retain all fees paid.

Service Clubs & Organizations

Fall Festival & Holiday Craft Show

Recognized City of Fairfax community-based non-business groups are eligible to participate (*limited number of spaces available*) with the following guidelines. Political groups are not civic organizations and therefore must pay full rates (*Fall Festival only*).

1. Vendor Cost (nonfood): 1 free vendor space
2. Fall Festival Food Vendor: 1 free vendor space, all additional spaces will be at a fee of \$80
3. Holiday Craft Show Gourmet Food Vendor: 1 free vendor space
4. Certified nonprofit organizations are eligible to participate at 50% of the cost of a vendor space fee. No information booths allowed at the Holiday Craft Show.

City of Fairfax Businesses

Fall Festival: Only businesses physically located on the immediate festival route will be assigned an appropriate space within locality of their business at the festival—no fee for one (1) space. Businesses within the city but not along the festival route are eligible to participate. City businesses are provided one street space (10'x10'), one 6' table and 2 chairs for a fee of \$250.

Holiday Craft Show: City of Fairfax businesses must contact the Downtown Fairfax Coalition for placement within the area assigned to the Coalition, telephone number: (703) 430-6164. Must pay fee.

Non-city Business Expo Fall Festival/Holiday Show

Non-city businesses are eligible to participate in the Fall Festival. At the Fall Festival businesses are provided one street space (10'x10'), one 6' table and two chairs for a fee of \$500.

Business Expo Holiday Show

At the Holiday Craft show businesses are provided one space (10'x10'), one 6' table and two chairs at the Main Gate entrance to the school (there are three entrance gates), not with craft vendors, for a fee of \$500. Business locations are within a set area at both events and no exclusivity of vendors will be granted.

Fees

Application fee: \$15 per show (*\$30 if applying to both shows*)

Fall Festival—per space

- \$160 Crafter (10'x10') (*non-food*)
- \$0 Recognized City of Fairfax community-based non-business groups (*Each additional space \$80*)

- \$0 City of Fairfax Historic District Business, 1 space only. (*Each additional space \$80*)
- \$80 Certified non-profit organization (*Each additional space \$160*)
- \$250 City Business Expo
- \$500 Non-city Business Expo (10'x10')

Food/Gourmet Food—request proposal (*proposal mailed separately*)

Holiday Craft Show—per space

- \$195 Hallway (10'x6')
- \$270 Gym (10'x10')
- \$245 Cafeteria (11'x9')
- \$500 Business Expo (10'x10') (*includes one table, two chairs*)

Gourmet Food—request proposal (*proposal mailed separately*)

Fee Payment

\$15 application fee (*per show*).

- A. If submitting a paper application photographs must accompany your application and indemnification form. You may pay by check, Visa, MasterCard, Discover, American Express, cashier's check or money order. Do not send cash. Make checks payable to: "City of Fairfax".
If accepted to a show and a credit card number was provided for payment of the application fee, the same credit card will be charged for payment of the booth fee. Credit cards will be charged immediately for the application fee of \$15 per show and the same card will be charged for the booth fee on acceptance date (May).
- B. If submitting an online application, application fee(s) are payable through the Juried Art Services registration process (*Visa, MasterCard, Discover, American Express accepted*).
If accepted to the shows, the booth fee will be required within 30 days after notification of acceptance.

City of Fairfax Parks & Recreation
Attn: Special Events
10455 Armstrong Street, Fairfax, VA 22030

Application/Postmark Deadline: March 17, 2016

Applicants will be notified of jury results in late May.

Questions? Contact Katie MacCammon at (703) 385-1710, Katherine.MacCammon@fairfaxva.gov

Visit our web site for answers to frequently asked questions: www.fairfaxva.gov.

Indemnification and Written Assurances Agreement—2016

THIS INDEMNIFICATION AND WRITTEN ASSURANCES AGREEMENT

(this "Agreement") is made this day of _____, 2016

by _____

a _____ ("Vendor")

for the benefit of the CITY OF FAIRFAX, a Virginia municipal corporation (the "City").

RECITALS

- A. Vendor has submitted its City of Fairfax 2016 Craft Shows Application Form.
- B. As part of the application process and in consideration of the City permitting Vendor to participate in the 2016 Craft Show, the City is requiring Vendor to execute this Agreement.

NOW, THEREFORE, in consideration of the promises herein contained and such other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties do hereby agree as follows:

1. I hereby provide written assurances to the City that any and all goods that I will market, advertise, offer for sale, or sell at the [Fall Festival and/or Holiday Craft Show] are fully compliant with all applicable mandatory federal, state, and local regulations and standards. My participation in the [Fall Festival and/or Holiday Craft Show] is expressly conditioned on the provision and truthfulness of these assurances.
2. I have read all regulations and information pertaining to participation in the [FALL FESTIVAL and/or HOLIDAY CRAFT SHOW] and hereby agree to indemnify and hold harmless the City, its elected officials, officers, agents and employees, and the Parks & Recreation Department,

its employees and volunteers, from any and all claims, actions, judgments, damages, losses, liabilities, costs or expenses (including attorneys' fees and costs) incurred as a result of my participation in the [FALL FESTIVAL and/or HOLIDAY CRAFT SHOW] or arising out of my errors, acts or omissions or the errors, acts or omissions of my employees, contractors, or agents, including, but not limited to, violations of and noncompliance with the Consumer Products Safety Improvement Act, the Consumer Product Safety Act, or any other mandatory legal standards or requirements. If the City suffers any damage, loss or liability, or if any legal proceedings or investigations are instituted (whether frivolous or otherwise) against the City, its elected officials, officers, employees and/or agents with respect to my activities hereunder, the City shall promptly give written notice thereof to me, and I shall, at my own expense, pay for or defend (with counsel reasonably acceptable to the City) all such actions and investigations and pay for all damages, losses, liabilities, costs and expenses (including reasonable attorneys' fees and costs) in defense of such legal proceedings. I agree to pay all judgments, fines, fees, costs, expenses and reasonable attorneys' fees incurred by the City and the parties herein indemnified from such legal proceedings. The terms of this indemnification section shall survive any termination of this Agreement.

3. This Agreement shall be governed by the laws of the Commonwealth of Virginia.
4. Vendor has caused this Agreement to be executed by a duly authorized officer or representative of Vendor, which officer or representative has the full authority to bind Vendor to the terms and provisions of this Agreement.

IN WITNESS WHEREOF, Vendor has caused this Agreement to be duly executed as of the date first set forth above.

VENDOR:

By: _____ Title: _____

Signature

Business Name (Please Print): _____ Date: _____

City of Fairfax 2016 Craft Shows Application Form

City of Fairfax Fall Festival, October 8, 2016, (Rain date: October 9) • Old Town Fairfax

City of Fairfax Holiday Craft Show, November 19–20, 2016 • Fairfax High School, 3501 Rebel Run

OFFICIAL USE

REC# _____

Date Received _____

MAIL APPLICATION, INDEMNIFICATION & APPLICATION FEE ONLY TO: City of Fairfax Parks & Recreation Dept., Attn: Special Events, 10455 Armstrong Street, Fairfax, VA 22030

Use this form to apply for either or both of the shows. Deadline for application/postmarked is March 7, 2016 (any application received after the deadline will be waitlisted if all festival criteria are met). The same photos may be used for both shows. No Polaroids or slides are accepted. Please fill out completely and comply with all requests or the application will not be considered. Do not send entry fees with application—send \$15 application fee per show only. Application fee does not guarantee admittance.

Contact Name _____

Business Name _____

Business name as it is to appear in public information—Maximum 36 characters, including punctuation and spaces

Address _____ Website _____

City/State/Zip _____ Email address _____

Telephone (Home) _____ (Work) _____ (Cell) _____

FALL FESTIVAL Check appropriate box(es) October 8, 2016

- | | |
|--|---|
| <input type="checkbox"/> \$15 Application Fee | <input type="checkbox"/> \$80 Certified non-profit organizations
(Each additional space \$160)
Number of spaces _____ |
| <input type="checkbox"/> \$160 Crafter, 10'x10' Street,
Number of spaces _____ | <input type="checkbox"/> \$250 City Business Expo, 10'x10'.
Number of Spaces _____ |
| <input type="checkbox"/> Food/Gourmet Food (request proposal)—
proposal mailed separately | <input type="checkbox"/> \$500 Non-city Business Expo, 10'x10'
Street. Number of spaces _____ |
| <input type="checkbox"/> \$0 City of Fairfax Historic District
Business, 1 space only.
(Each additional space \$80)
Number of spaces _____ | <input type="checkbox"/> Bringing a generator (food vendors only) |
| <input type="checkbox"/> \$0 Recognized City of Fairfax
Community-Based Non-Business
Groups, 1 space only.
(Each additional space \$80)
Number of spaces _____ | <input type="checkbox"/> Request same space as 2015
Fall Festival (may not be available).
Space # _____ |
| | Canopy size _____ |
| | Food Trailer Size _____ |

HOLIDAY CRAFT SHOW Check appropriate box(es) November 19–20, 2016

- | | |
|---|--|
| <input type="checkbox"/> \$15 Application Fee | <input type="checkbox"/> Request a double space
if available |
| <input type="checkbox"/> \$195 10'x6' Hallway | <input type="checkbox"/> Request same space as
2015 Holiday Show
(may not be available). |
| <input type="checkbox"/> \$270 10'x10' Gym
(spaces have electricity) | Space # _____ |
| <input type="checkbox"/> \$245 11'x9' Cafeteria
(spaces have electricity) | Number of vendor parking passes
(1 per vehicle) needed _____ |
| <input type="checkbox"/> \$500 Business Expo 10'x10'
Main Lobby, (no electricity)
limited space | |
| <input type="checkbox"/> Food/Gourmet Food
(request proposal)—
proposal mailed separately | |

CATEGORY LISTING (SELECT ONE ONLY)

- ☐ Apparel ☐ Baskets ☐ Brewery/Wine making (Fall Festival only) ☐ City Business Expo ☐ Non-city Business Expo ☐ Children's Activities (Fall Festival only)
- ☐ Digital Art ☐ Dolls & Accessories ☐ Fabric/Needlework ☐ Floral ☐ Food ☐ Gourmet Food ☐ Glass ☐ Information (Fall Festival Only) ☐ Jewelry
- ☐ Miscellaneous ☐ Multi-Media ☐ Paintings/Drawings ☐ Personal Care/Home Fragrance ☐ Photography ☐ Pottery/Clay/Ceramics ☐ Soft-Sculpture ☐ Wood

List the items shown in photos submitted (Food vendors—list food and prices, send photos of stand or trailer only). Descriptions will be used by the selection committee to evaluate your photos, so please describe craft clearly, including media used in composition of craft and only send 1 photo of your display, and a minimum of 5 close-up photos (you may submit additional written information for assisting the selection committee in evaluation.) Photos will not be returned. Feel free to attach sheet.

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

WAIVER: I have read all regulations and information pertaining to participation in the FALL FESTIVAL and HOLIDAY CRAFT SHOW and hereby waive any claim against, and agree to hold harmless the City of Fairfax and the Parks & Recreation Department, and their employees and volunteers, from any and all liability for damages or injury incurred during participation in the FALL FESTIVAL and HOLIDAY CRAFT SHOW.

Signature _____ Date _____

This application will not be processed unless the disclaimer is signed and a minimum of six (6) required photos are enclosed. Questions? Call (703) 385-1710.

APPLICATION FEE \$15.00 per show must be enclosed with this application. (\$30 if applying to both shows)

If accepted into the event(s), I authorize the use of my credit card (if supplied below) for payment of booth fee(s) plus application fee.

☐ Check/Money Order # _____ Make checks payable to "City of Fairfax"

☐ Credit Card: ☐ Discover (Novus) ☐ American Express ☐ MasterCard ☐ Visa

Credit Card# _____ CVC Code _____ Expiration Date _____

Signature _____ Date _____